

IEEE Region 8



Publications & Communications Committee

Adeel Sultan
Chair



R8 Spring Meeting
Mar2024
Vienna, Austria

Publications and Communications Committee

Committee Mission

*To be - Region-8's centralized interface to the world
for all related information & communication*

Publications and Communications Committee

Our Objectives

Since, our main interface are the various communication platforms (online & Offline)

- ▶ These should represent our Region accurately and in a synchronized manner.
- ▶ These should provide up to date information to the masses.
- ▶ These should encourage member engagement and facilitate appreciation.

Publications and Communications Committee

Committee members and Communication channels

Adeel Sultan (United Arab Emirates)
Chair

▶ **Region 8 News**

- Maja Matijasevic (Croatia)

▶ **Region 8 Today**

- Fatma Zamil (Jordan)

▶ **Electronic Communications**

- George Michael (Cyprus)

▶ **New Web**

- Nick Wainwright (UK & Ireland)

▶ **Social Media**

- Mohammad Hossein Babae (Portugal)

editors@ieeer8.org

Region 8 News

Objectives and Chair

Objective

Produce four (4) issues per year of *Region 8 News* with specific deadlines, aiming to keep IEEE members updated on various programs, initiatives, events, and activities relevant within the Region.

Chair



Editor-in-Chief (EIC)
Maja Matijasevic
(Croatia Section)

Region 8 News

Obtaining information and publishing frequency

Two processes for obtaining information:

- ▶ Pull process: Sourcing content from R8 organizational units (sections, chapters, committees and subcommittees, student branches, etc.); and IEEE officers/MGA, as needed.
- ▶ Push process: Info/content submitted by R8 members to PnC Editorial Team by e-mail (editors@ieeer8.org) or using an online *IEEE R8 PnC Submission Form*.

Publishing frequency:

- ▶ published quarterly and distributed (electronic + print) along with the March, June, September, and December issues of IEEE Spectrum

Region 8 News

Published issues & planned issues

March



(16 pp.)

June



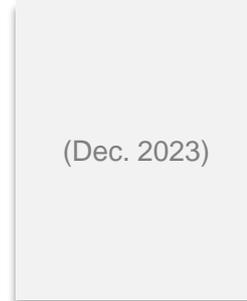
(16 pp.)

September



(20 pp.)

December



(Dec. 2023)

2023
(4 issues planned;
3 issued published)

(Mar. 2024)

(June 2024)

(Sept. 2024)

(Dec. 2024)

2024
(4 issues planned)

Region 8 News

Goals and activities moving forward

Goals:

- ▶ Prepare the June, September and December 2024 issues of R8 News for publication according to the IEEE Spectrum production schedule.
- ▶ Explore and implement new strategies to encourage participation in the Region 8 News.

Activities/achievements so far:

- ▶ Region 8 News March 2024 issue in progress.
- ▶ Deadline for submitting the material for the June 2024 issue: **15 April 2024**

Region 8 Today

Objectives and Chair



Objective

IEEE Region 8 Today is the News Portal of the IEEE Region 8, sharing with IEEE members the great work being done on our Region. In addition to that, IEEE Region 8 Today aims to give the opportunity to people who are not familiar with IEEE, to have the chance to meet and understand what the IEEE is, by its members' actions.

Chair



Editor-in-Chief (EiC)
Fatma Alzamel
(Jordan Section)

Region 8 Today

Goals

- ▶ Becoming the Region 8 Voice.
- ▶ To share the most-recent news happening in the Region 8.
- ▶ To keep our readers CONNECTED and UPDATED.
- ▶ Encourage volunteers' feedback.



Region 8 Today

Activities/achievements so far

Visits Statistics for the latest post

Championing Green Innovation: IEEE's Webinar Series Sparks the Climate Tech Revolution (279 Reads)

- ▶ **Celebration of IEEE MPEG Milestone** (301 Reads)



R8 Electronic Communications

Objectives and Chair

Objective

The Region 8 Electronic Communication Coordinator's job is to facilitate communication, both between members of the Region 8 Committee and between this committee and present or future IEEE members.

Chair



George Michael
(Cyprus Section)

R8 Electronic Communications

Achievements to date

- ▶ Clicker Support Software upgrade
 - A software that allows us to use the same PC as the presenter to better manage the meetings
- ▶ On Screen Watch upgrade
 - Support technically and administratively the committee procedures and meetings



R8 Electronic Communications

Website statistics from JetPack

Feb 12, 2024 - Feb 18, 2024

Last update: 12:04 PM (Updates every 30 minutes)

July 16, 2023 - February 15, 2024

Views Visitors ← → Weeks



R8 Web

Objectives and Chair

Objective

To propose the content structure of a new R8 website to serve all stakeholders.

Chair



Committee Chair
Nick Wainwright
(UK & Ireland Section)

R8 Web

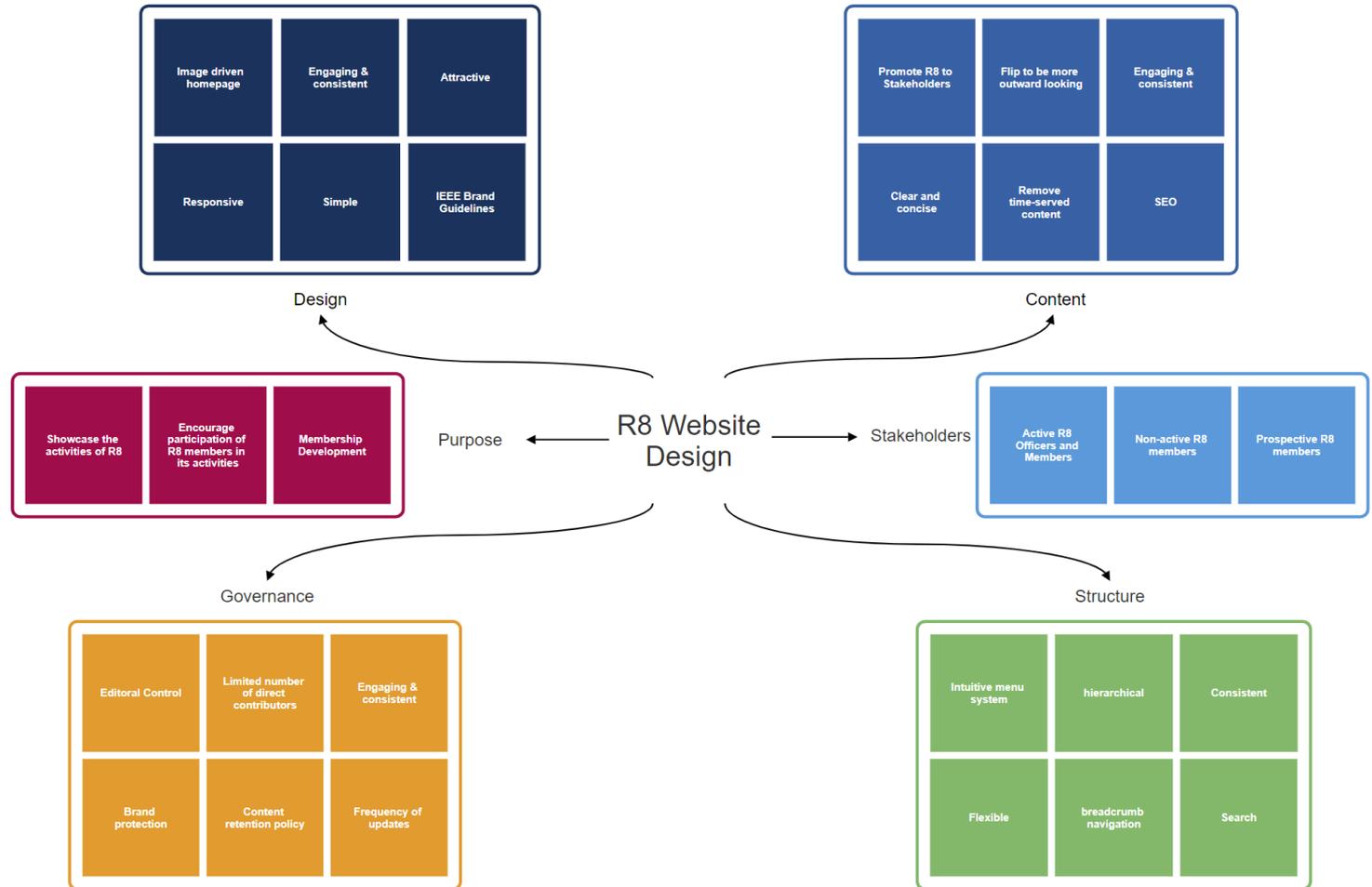
Activities

- ▶ Defined the purpose of the website
- ▶ Review of existing R8 website
 - Structure
 - Content
 - Style
 - Management of information
- ▶ Made recommendations
- ▶ Produced a new draft structure



R8 Web

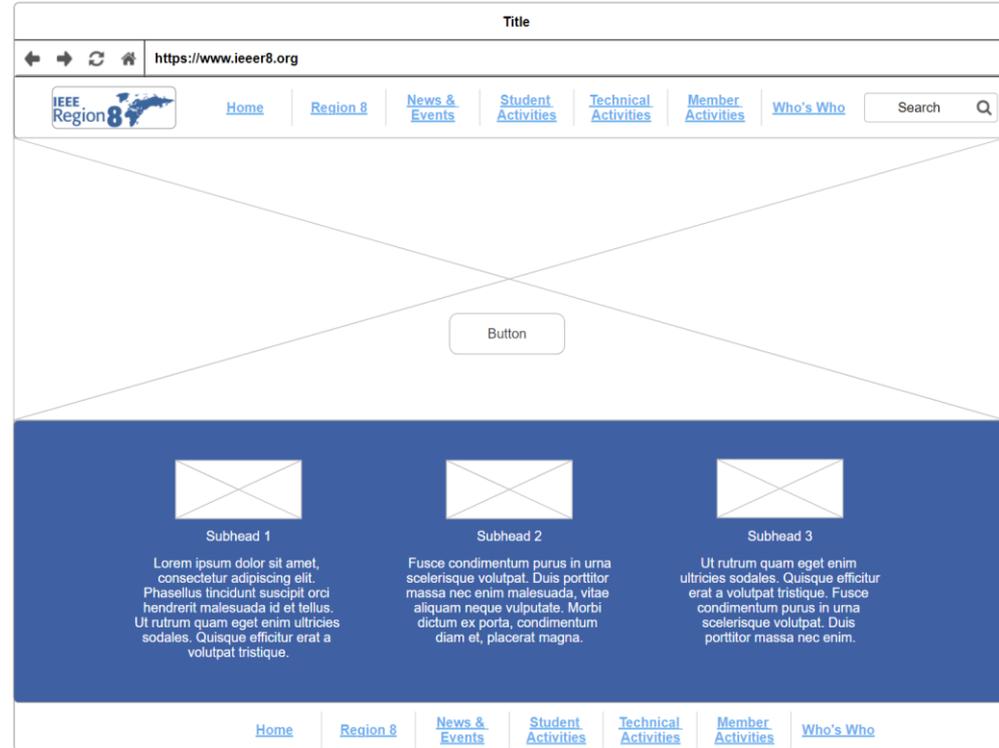
Strategy



R8 Web

Next steps

- ▶ Set up a steering committee to oversee the development
- ▶ Agree the new structure and recommendations
- ▶ Define a wire diagram for the homepage and inner pages
- ▶ Set up a development website to demonstrate progress/features/ideas



R8 Social Media

Objectives and Chair

Objective

The organization's online presence and engagement with its target audience by creating and sharing relevant and valuable content on social media platforms.

Chair



Mohammad Hossein Babaee
(Portugal Section)

R8 Social Media

Obtaining information and publishing frequency



minimum: once a week. Better: 3 times a week. Optimal: once a day.



minimum: once a week. Better: 5 times a week. Optimal: once a day.



minimum: once a week. Better: 3 times a week. Optimal: once a day.



minimum: once a week. Better: 3 times a week. Optimal: once a day.

R8 Social Media

Goals for 2024

- ▶ Aim to Gain More Volunteers
- ▶ Increase Brand Awareness and Drive Conversions in the Coming Year
- ▶ Encourage Volunteers Feedbacks
- ▶ Using more Infographics to show history of Each Events we Hold Repeatedly Each Year
- ▶ Invest more on Instagram and Trend Social Medias

Contacts

<https://ieeer8.org/pnc/>

- [Region8 Social Media \(R8SM\)](#)



- [Region8 Website/Electronic Communications \(R8EC\)](#)

- [Region8 Today Online \(R8T\)](#)

- [Region8 News Publication \(R8N\)](#)

- [Region8 Latest News Online](#)



Adeel Sultan
Committee Chair

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- ▶ placeholder for additional slides from Adeel